

## Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 USIE-00 AID-05 CIAE-00 COME-00  
EB-07 FRB-03 INR-07 NSAE-00 TRSE-00 XMB-02  
OPIC-03 SP-02 LAB-04 EPG-02 SIL-01 OMB-01 CU-02  
DODE-00 PA-01 PRS-01 /056 W  
-----132109Z 053854 /62

R 102030Z JUN 77 CORRECTED COPY FOR MCN  
FM AMCONSUL SAO PAULO  
TO SECSTATE WASHDC 7799  
INFO AMEMBASSY BRASILIA  
AMCONSUL RIO DE JANEIRO

C O N F I D E N T I A L SECTION 2 OF 2 SAO PAULO 15222

JOINT STATE USIS MESSAGE

5. EDITORIAL CHANGES. SINCE THE MANAGEMENT REALIGN-  
MENT AT O ESTADO, THE PAPER HAS BECOME EDITORIALY MORE CONSERVATIVE.  
O ESTADO HAS COME AROUND 180 DEGREES IN ITS OPINION ON STUDENT  
PROTESTS FROM JUNE 3, WHEN IT PUBLISHED A LIBERAL PIECE SUGGESTING  
THAT THE STUDENTS WERE FLECTING URBAN MIDDLE CLASS  
OPINION, TO JANUARY 7, WHEN IT FOUND COMMUNISTS DANGEROUSLY INFLUENC-  
ING STUDENT PROTESTS. SERGIO MOTTA MELLO TOLD CONGEN OFF THAT THE  
LATTER EDITORIAL WAS "WRITTEN TO ORDER" FOR RUI MESQUITA. MOTTA  
MELLO SAID THAT RUI MESQUITA HAD ALSO ORDERED  
AN ABOUT FACE IN THE PAPER'S HANDLING OF THE CHARGES AGAINST  
DEPUTY MARCOS TITO. RUI MESQUITA FAVORS HIS CASSATION.  
EDITORIALS FOR THE PAST WEEK HAVE EITHER FOLLOWED THE NEW ORIENTATION  
ON SPECIFIC ISSUES, OR HAVE COVERED ONE OF THE MESQUITA FAMILY'S  
IDEOLOGICAL WARHOUSES, SUCH AS THE COLD WAR OR CUBA.

6. ANGLING FOR GOVERNMENT SUPPORT? SIMULTANEOUSLY WITH THE CHANGES  
DESCRIBED ABOVE, THE GOVERNMENT HAS BEGUN TO TAKE OUT  
HALF PAGE ADS FOR GOVERNMENT ENTERPRISES SUCH AS THE BANK OF  
BRAZIL AND THE POST OFFICE. MOTTA MELLO SAID THAT JULIO MESQUITA  
NETO HAD CALLED ON FINANCE MINISTER SIMONSEN AT THE END OF MAY.  
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THE APPARENT RESULTS WERE A TONING DOWN OF ESTADO'S CRITICISM OF THE  
GOVERNMENT AND AN INCREASE IN ITS ADVERTISING--AND A LONG,  
LAUDATORY PIECE ON SIMONSEN.

7. COMMENT: O ESTADO, BECAUE OF ITS IMPECCABLE REVOLUTIONARY  
CREDENTIALS, HAS BEEN ONE OF THE MOST DAMAGING CRITICS OF THE  
GEISEL ADMINISTRATION AND THE REGIME IN RECENT MONTHS. (AS LATE  
AS APRIL, ESTADO EDITORIALY WAS ACCUSING GEISEL OF RUNNING THE  
COUNTRY LIKE CEASAR AND OF SECRETLY WANTING TO CONTINUE IN OFFICE  
BEYOND THE EXPIRATION OF HIS TERM.) ALTHOUGH ESTADO IS EXPECTED

TO CONTINUE ITS CAMPAIGNS FOR DEMOCRATIC ELECTIONS AND AGAINST  
CORRUPTION, MODERATION OF ITS HARSH CRITICISM WILL REMOVE AN  
IMPORTANT THORN FROM THE REVOLUTION'S SIDE. MORE DETAILED USIS  
MESSAGE FOLLOWS.

CHAPIN

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## Message Attributes

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**Disposition Approved on Date:**  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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